



MICHIGAN DEPARTMENT OF
ENVIRONMENT, GREAT LAKES, AND ENERGY



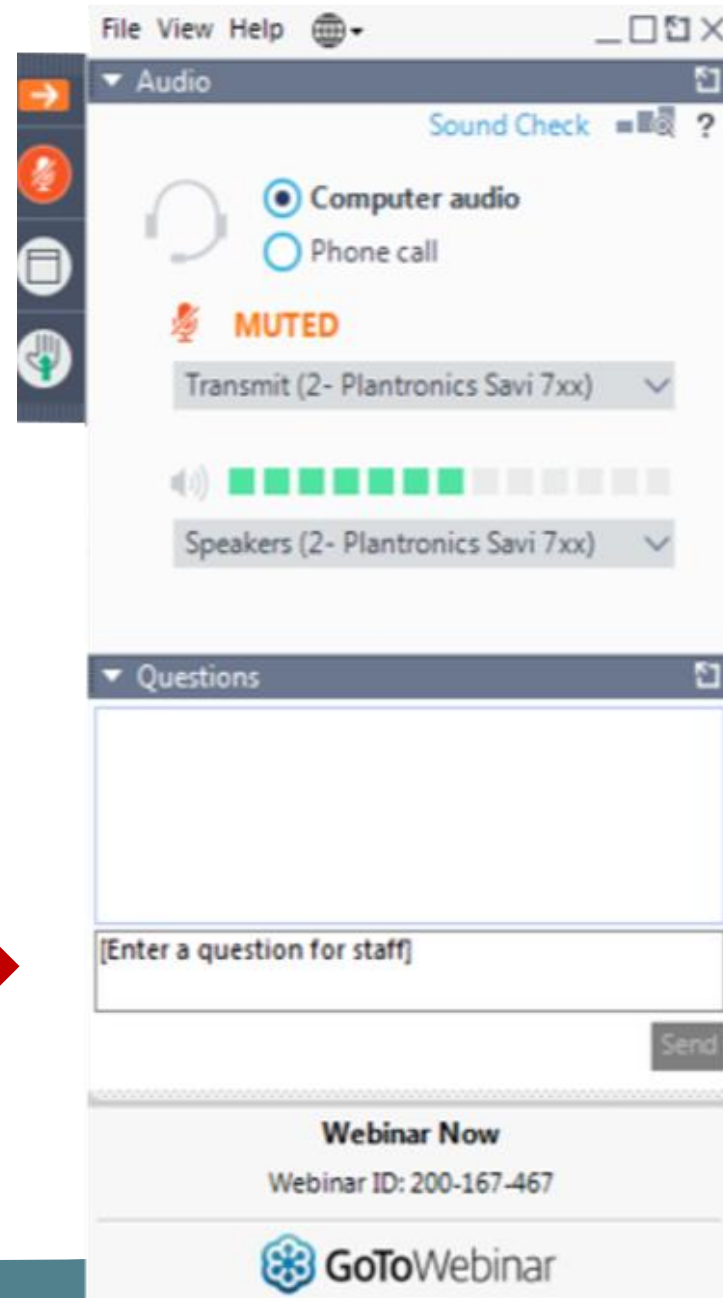
GRAHAM
SUSTAINABILITY INSTITUTE
UNIVERSITY OF MICHIGAN

CLEAN ENERGY & ENERGY MANAGEMENT WEBINAR SERIES

Helping Facilitate Rooftop Solar in Your Community

Have a question?

Use the “Questions” function
to pose questions throughout
the webinar



Today's Speaker



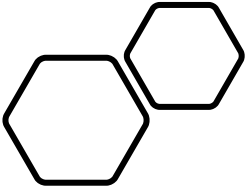
Julie Roth
Ann Arbor Solarize
Program Coordinator

Launching a Solarize Program

Julie Roth

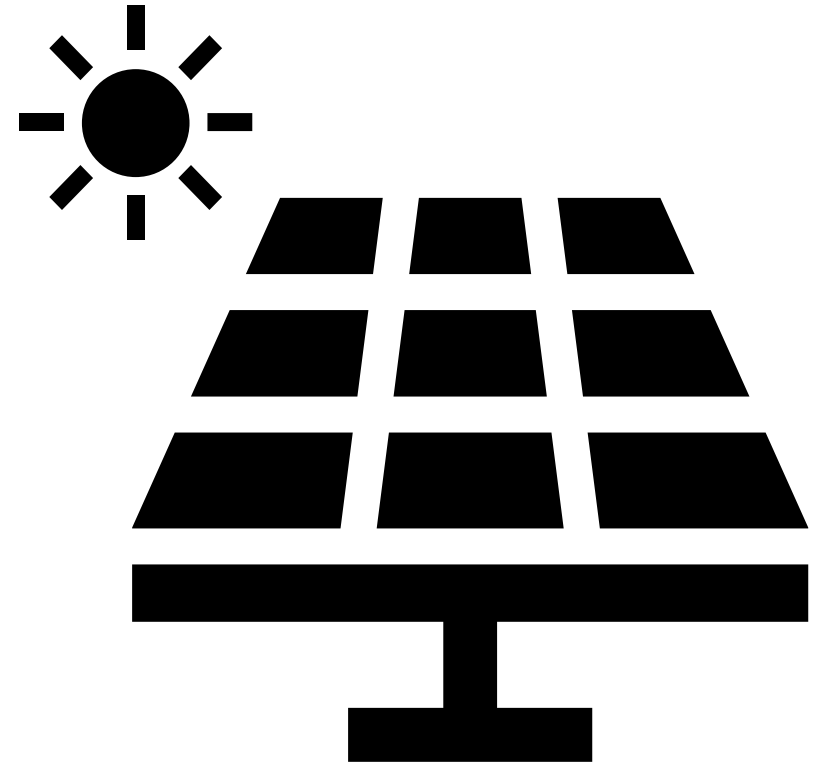
A²ZERO, Solarize program coordinator

Jroth@a2gov.org



Agenda

- Brief introduction of Ann Arbor's carbon neutrality plan and goals around clean energy
- Discussion about our Solarize program
- Introduction to Toolkit you can utilize to initiate your own local Solarize pilot
- Q&A



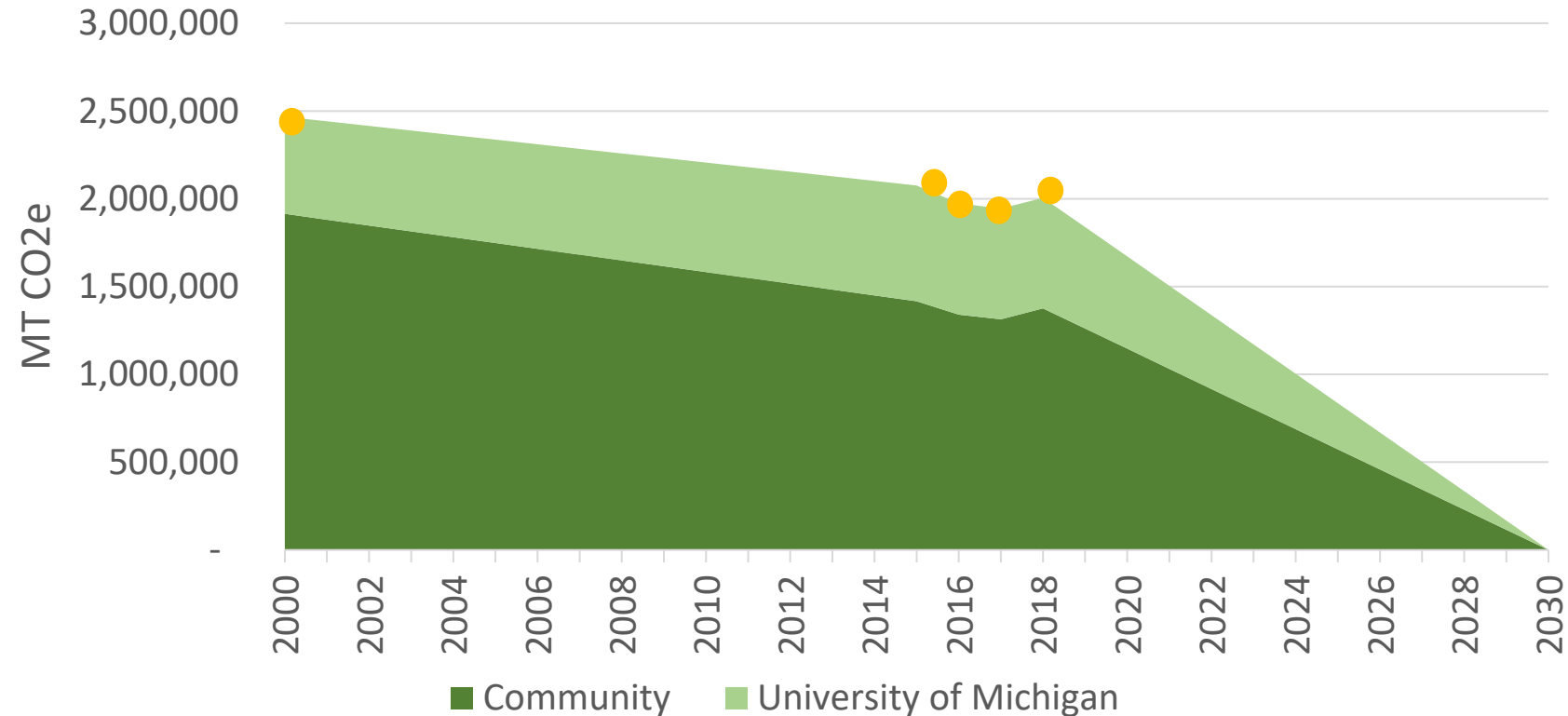
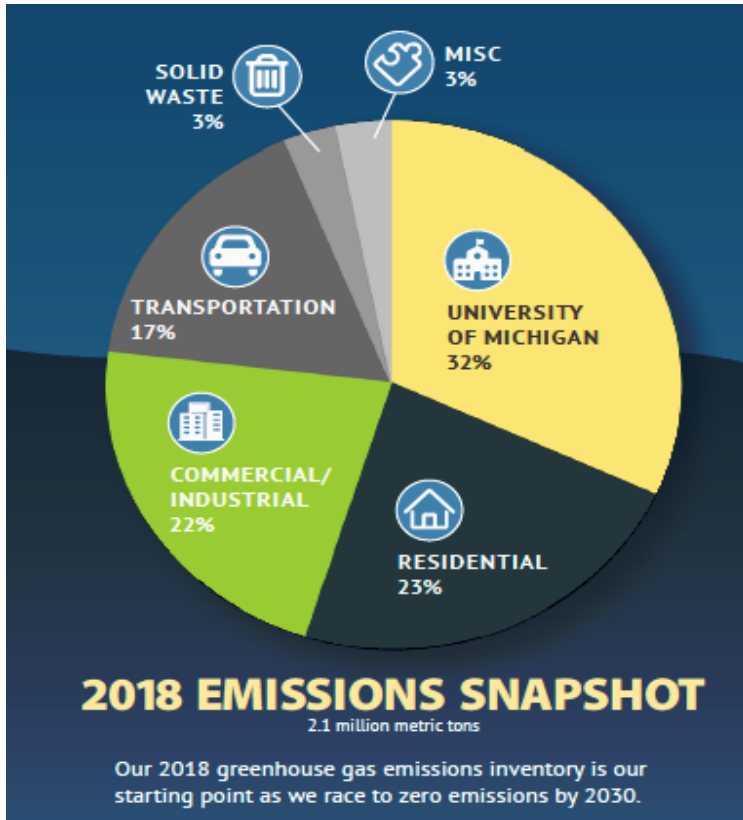
March 17, 2021



A²ZERO

EQUITABLE • SUSTAINABLE • TRANSFORMATIVE

A2Zero Goal: Carbon Neutrality



A2Zero Plan: The Big Picture

- 1. Powering our electric grid with 100% renewable energy**
 - 1. Build**
 - 2. Buy**
 - 3. Save (EE)**
- 2. Switching appliances and vehicle from fossil fuels to clean electricity**
- 3. Improving energy efficiency**
4. Reduce the miles we travel in our vehicles
5. Change the way we use, reuse, and dispose of materials
6. Enhance the resilience of our people and place
7. Other

Ann Arbor Solarize: Build

March 17, 2021

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What is “Solarize?”

- Concept program initially rolled out under Obama DOE
- Incentivizing rooftop solar via group-buys, reducing barriers to entry
- Portland, OR piloted



Traditional “RFP” Solarize Programs



- Communities or organizations issue an RFP to provide solar to a large group
- Bids evaluated and vendor chosen based on factors targeted in RFP
- Outreach and education to enroll residents in group-buy over a long period

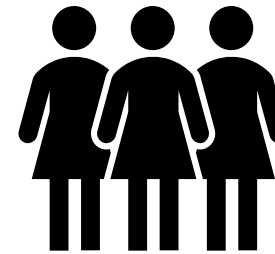
Ann Arbor's Solarize model

- Resident chooses an installer to work with, after getting multiple bids
 - People choose installers for any number of reasons: price, service, professionalism, panel type, warranties, etc
- Installer agrees to tiered discount structure based on numbers of contracts signed
- Resident invites his/her community and network of contacts to an event for education. Group-buys given 2-month window.
- Project manager / coordinator assists with outreach, event, installer coordination and tracking interest after the event.

A2 Model benefits

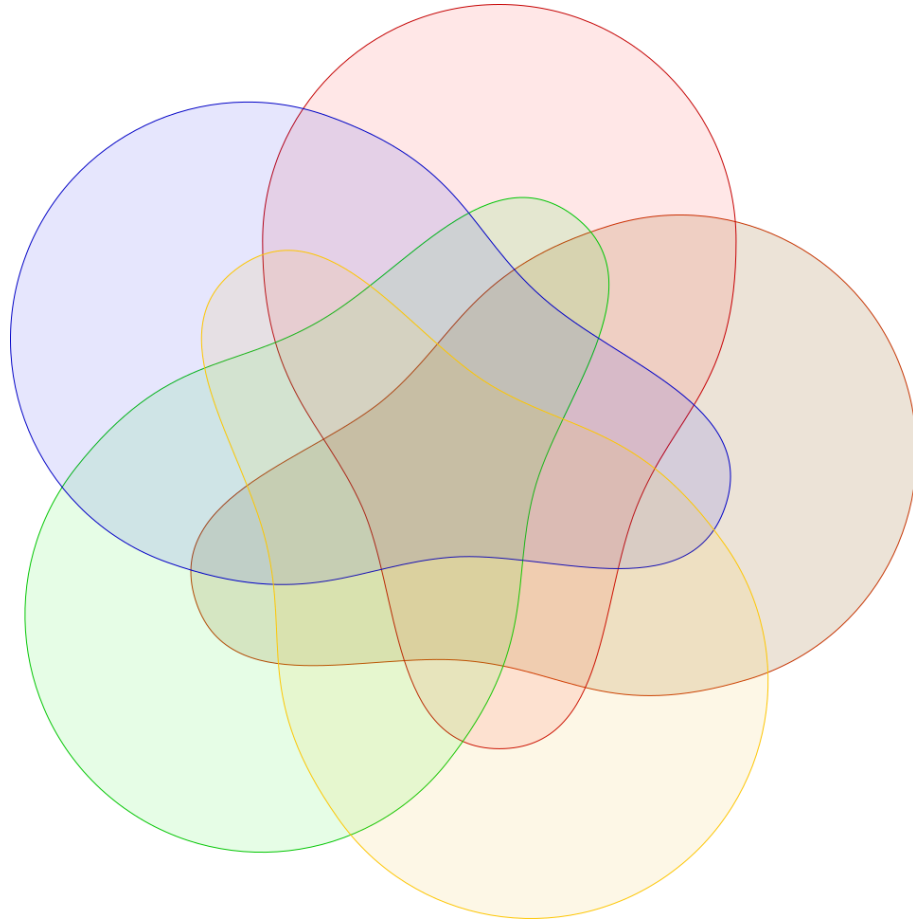
- Very low barriers to start it up with a pilot; easy to get started
- Low administrative costs, can be run by a single person
- As program grows, can benefit many local / regional small business installers

- Resident-driven outreach and investment in program:



- Small investment of time for big results

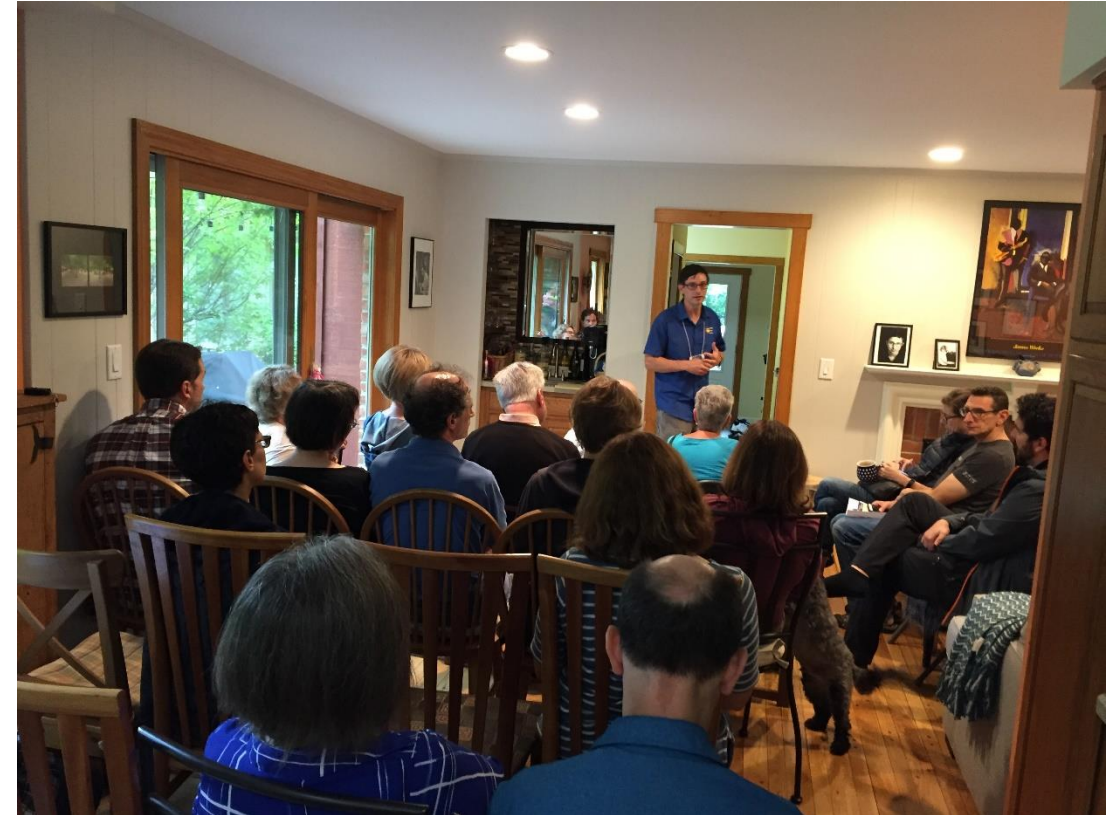
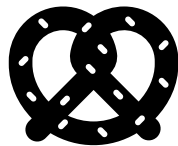
Resident-led outreach



- Municipal outreach often limited in scope
- With multiple solarize groups, you are reaching people who wouldn't otherwise be reached
- Peer-to-peer influence increases trust

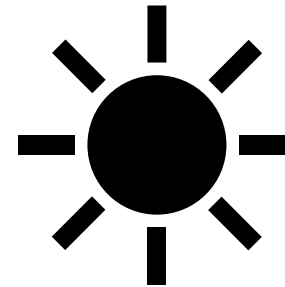
Pilot Solarize

- One resident enthusiastic about going solar
- One installer willing to offer group-discounts
- Resident's friends & neighbors gathered (~40 interested)
- 12 new solar arrays went up, for the price of snacks



Results – first 15 months:

- Just hit 1 MW of new solar energy through Solarize
- 8 groups completed, 3 in process, several more pending
- Over \$500,000 in savings to residents
- 143 new installations in Ann Arbor and surrounding area (Washtenaw county)
- Average 44 people / event, 32 estimates, 15 sales

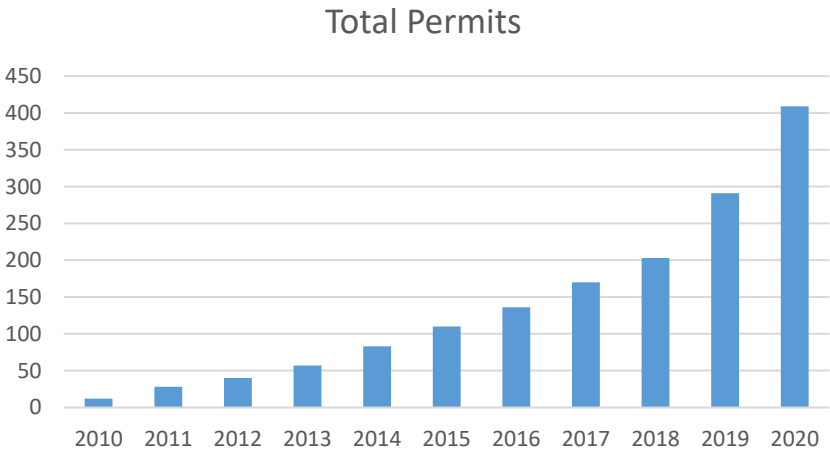
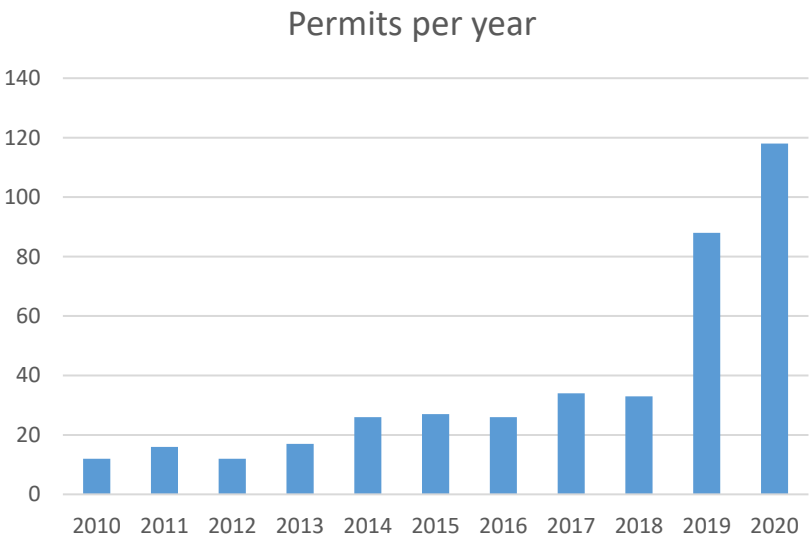
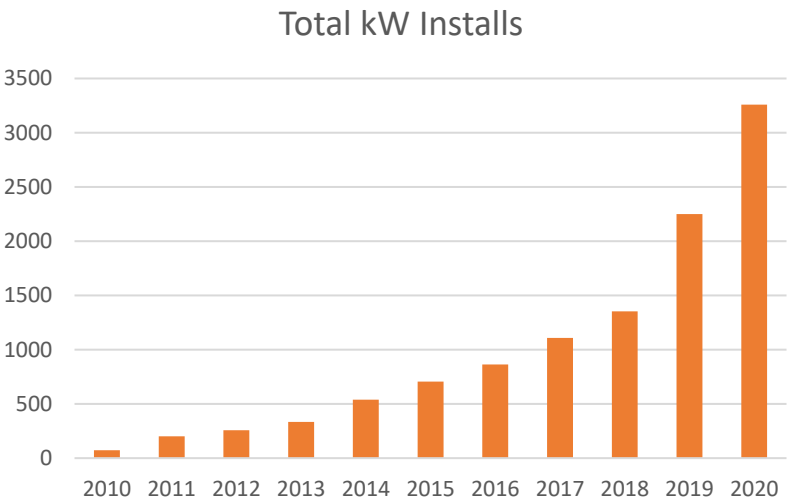
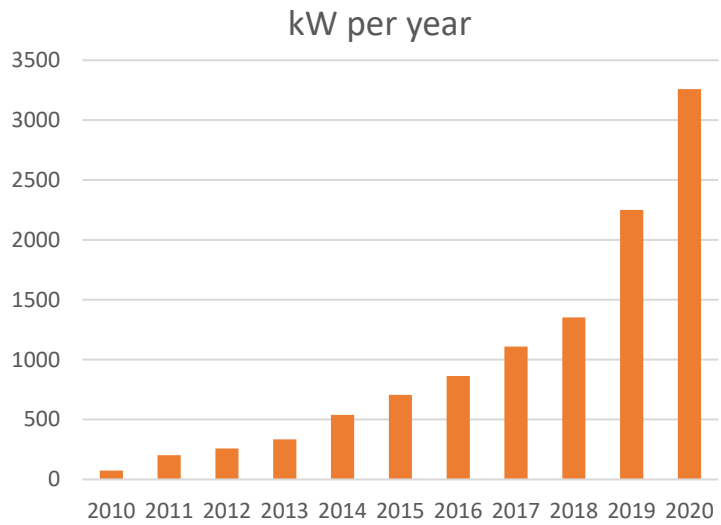


Solar Permitting Data

Ann Arbor 2010-2020

*includes residential and commercial

Cal Year	kW	Total kW	Permits	Total Permits
2010	72.95	72.95	12	12
2011	128.75	201.7	16	28
2012	55.85	257.55	12	40
2013	76.615	334.165	17	57
2014	204.733	538.898	26	83
2015	166.53	705.428	27	110
2016	157.34	862.768	26	136
2017	245.96	1108.728	34	170
2018	243.95	1352.678	33	203
2019	897	2249.678	88	291
2020	1009	3258.678	118	409



Feedback

Installers

- Helped stabilize business
- New jobs
- Cost savings to easily pass on to customers
- Administrative help useful
- Any initial skepticism resolved after first group

Residents

- Helped overcome inertia
- Safe way to investigate new / complex subject
- Comfort in peer presence and city backing
- Learned a great deal
- Easy process

Solarize meetings

- How solar works
- Costs & payback time
- DTE pay-back structure
- Federal tax credits (26% through next year)
- Solarize discount structure
- Financing, MI Saves
- GHG emissions reductions
- Batteries for storage and back-up
- Energy efficiency
- Electrification of appliances
- HOAs
- Average PPW and what goes into pricing
- Roofing
- Folks encouraged to get outside bids if they wish, for comparison
- Q&A with installer

HOW IT WORKS

Installers are pre-vetted by and participate with Michigan
Saves green bank for low-interest financing



Offer bulk buy discounts based on numbers:

5% discount if 3+ new arrays

10% discount if 7+ new arrays

15% discount if 10+ new arrays

Feel free to get other bids!

Solarize Toolkit

<https://drive.google.com/drive/folders/1bgAC12Yz0C1WmFBev0CY27itFoAnIVBB?usp=sharing>

Q & A

Julie Roth – Solarize Program Lead

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Upcoming Webinars & Trainings

March 30 Intro to Planning and Zoning for Clean Energy

April 13 Zoning for Utility-Scale Wind Energy

April 27 Zoning for Utility-Scale Solar Energy

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